



Case Study

# Reduced Fraud, Increased Conversions



- 1 Luxury auto brand suspected an onsite bot problem and wanted to know which tactics were driving them there.
- 2 HUMAN uncovered overall fraud rates of 17% onsite with 38% of traffic originating from a particular ad platform.
- 3 Brand used HUMAN Intelligence to alter acquisition strategies and tactics, driving a 600% increase in digital conversion rates.

## The Challenge: Identify Sources and Rate of Non-human Traffic

Luxury automotive brand leveraged multiple tactics and sources - including lead gen, social, search, mobile, and display advertising - to drive potential customers to complete "Configure and Price" forms for its various models. When conversion rates dropped, the brand believed bad bots were on their site and wanted to know which tactics were driving them there.

## Solution

The HUMAN Data Contamination Defense detection tag, placed sitewide, immediately delivered valuable site traffic insights and viewability into the entirety of the brand's digital marketing activities. Overall, lead generation activities were driving 17% fraudulent leads and a whopping 38% sophisticated invalid traffic was originating from one specific advertising platform. The brand was wasting \$36,000 a month attracting and remarketing the bots.

**17%**  
Fraudulent  
Leads

**38%**  
SIVT from Leading  
Advertising Platform

**\$36,000**  
Monthly Wasted  
Marketing Spend

## Results: Human-Focused Marketing for Increased Conversions

The brand optimized its campaign and acquisition strategies based on the HUMAN insights. The result was swift and significant. The brand focused its marketing efforts on humans by removing sources and tactics that drove fraudulent traffic; increasing digital conversion rates by 600% and eliminating wasted spend on non-human traffic.

**600%**  
Conversion  
Rate Increase

## About HUMAN

HUMAN is a cybersecurity company that protects organizations by disrupting digital fraud and abuse. We leverage modern defense to disrupt the economics of cybercrime by increasing the cost to cybercriminals while simultaneously reducing the cost of collective defense. Today we verify the humanity of more than 20 trillion digital interactions per week across advertising, marketing, e-commerce, government, education and enterprise security, putting us in a position to win against cybercriminals. Protect your digital business with HUMAN.

To Know Who's Real, visit [www.humansecurity.com](http://www.humansecurity.com).